WHAT IS CLAIMED IS:

1. An elastoplastic composition comprising a blend of thermoplastic crystalline polyolefin resin and fully cured EPDM rubber in the form of small dispersed particles essentially of a size of about 50 microns number average or less, wherein the rubber is cured with a phenolic curative, and wherein the EPDM rubber has a Mooney Viscosity of at least 100 MU as measured on uncured, raw rubber.

2. The composition of claim 1, wherein the EPDM rubber has a Mooney Viscosity of at least 150 MU.

3. The composition of claim 1, wherein the EPDM rubber has a Mooney Viscosity of at least 200 MU.

4. The composition of claim 1, wherein the EPDM rubber has a Mooney Viscosity of at least 250 MU.

5. The composition of claim 1, wherein the EPDM rubber has a Mooney Viscosity of at least 300 MU.

6. The composition of claim 1, wherein the blend comprises from about 15-75 parts by weight polyolefin resin and about 85-25 parts by weight of cured EPDM rubber per 100 parts total weight of resin and rubber.

7. The composition of claim 6, wherein the blend comprises from about 25-75 parts by weight polyolefin resin and about 75-25 parts by weight of cured EPDM rubber per 100 parts total weight of resin and rubber.

8. The composition of claim 7, wherein the polyolefin resin comprises polypropylene.

9. The composition of claim 8, further comprising from about 30-250 parts by weight of extender oil per 100 parts by weight of rubber.

10. The composition of claim 9, further comprising from about 2-250 parts by weight carbon black per 100 parts by weight rubber.

11. The composition of claim 8, wherein the phenolic curative comprises non-halogenated dimethylol-p-(C5-C10 alkyl) phenol.

12. The composition of claim 11, wherein the phenolic curative further comprises an activator selected from the group consisting of metal halide and halogen-donating polymer.

13. The composition of claim 12, wherein the halogen-donating polymer is chlorosulfonated polyethylene.

14. The composition of claim 13, wherein the cure activator further comprises zinc oxide.

15. The composition of claim 8, wherein the phenolic curative comprises a brominated phenolic curing resin and a metal oxide cure activator.

16. The composition of claim 15, wherein the metal oxide comprises zinc oxide.

17. The composition of claim 7, wherein the polyolefin resin comprises polyethylene.

18. The composition of claim 8, wherein the EPDM rubber comprises a terpolymer of ethylene, propylene and ethylidene norbornene.

19. The composition of claim 8, wherein the rubber is cured to at least 95% of the theoretical full cure.

20. The composition of claim 19, wherein the rubber is cured to at least 97% of the theoretical full cure, and the rubber is of the size of about 5 microns number average or less.

21. The composition of claim 18, wherein the rubber is cured to at least 99% of the theoretical full cure.

22. The composition of claim 8, wherein the rubber is cured to at least 95% of the theoretical full cure.

23. The composition of claim 1, prepared by masticating the blend and phenolic curative, in an amount sufficient to cure the rubber, at curing temperature until the rubber is cured to at least 95% of the theoretical full cure.

24. The composition of claim 8, comprising a blend of about 30-70 parts by weight polypropylene, about 30-70 parts by weight EPDM rubber, and 5-300 parts by weight extender oil per 100 parts total weight of polypropylene and rubber, and 10-100 parts by weight particulate filler per 100 parts total weight of rubber and extender oil, and wherein the EPDM rubber has a Mooney Viscosity of at least 100 MU as measured on uncured, raw rubber.

25. The composition of claim 24, wherein the EPDM rubber has a Mooney Viscosity of at least 150 MU.

26. The composition of claim 24, wherein the EPDM rubber has a Mooney Viscosity of at least 200 MU.

27. The composition of claim 24, wherein the EPDM rubber has a Mooney Viscosity of at least 250 MU.

28. The composition of claim 24, wherein the EPDM rubber has a Mooney Viscosity of at least 300 MU.

29. The composition of claim 24, wherein the particulate filler comprises carbon black.

30. The composition of claim 24, wherein the particulate filler comprises non-black filler.

31. The composition of claim 30, wherein the filler comprises clay.

32. The composition of claim 31, further comprising a silane coupling agent.

33. The composition of claim 14, wherein the phenolic curing resin is dimethylol-p-octyl phenol.

34. An elastoplastic composition comprising a blend of thermoplastic crystalline polyolefin resin, in an amount sufficient to impart thermoplasticity to the composition, and cured EPDM rubber in the form of small dispersed particles essentially of a size of about 50 microns number average or below, in an amount sufficient to impart rubber-like elasticity to the composition, in which the rubber is cured with phenolic curative comprising phenolic curing resin and cure activator to at least 95% of the theoretical full cure, and wherein the EPDM rubber has a Mooney Viscosity of at least 100 MU as measured on uncured, raw rubber.

35. The composition of claim 34, wherein the EPDM rubber has a Mooney Viscosity of at least 150 MU.

36. The composition of claim 34, wherein the EPDM rubber has a Mooney Viscosity of at least 200 MU.

37. The composition of claim 34, wherein the EPDM rubber has a Mooney Viscosity of at least 250 MU.

38. The composition of claim 34, wherein the EPDM rubber has a Mooney Viscosity of at least 300 MU.

39. The composition of claim 34, wherein the rubber is cured to at least 97% of the theoretical full cure.

40. The composition of claim 39, comprising a blend of about 15-75 parts by weight polyolefin resin and about 85-25 parts by weight of cured EPDM rubber per 100 parts total weight of polyolefin resin and rubber.

41. The composition of claim 40, comprising a blend of about 25-75 parts by weight polyolefin resin and about 75-25 parts by weight of cured EPDM rubber per 100 parts total weight of polyolefin resin and rubber.

42. The composition of claim 41, wherein the polyolefin resin comprises polypropylene.

43. The composition of claim 42, wherein the rubber comprises a terpolymer of ethylene, propylene, and ethylidene norbornene.

44. The composition of claim 43, further comprising from about 30 to 250 parts by weight of extender oil per 100 parts by weight of rubber.

45. The composition of claim 43, wherein the rubber is cured with a brominated phenolic curing resin.

46. The composition of claim 43, wherein the rubber is cured with a brominated phenolic curing resin and zinc oxide cure activator.

35. The composition of claim 33 containing halogen-donating polymer.

36. The composition of claim 26 in which the phenolic curing resin is non-halogenated dimethylol-p-(C5 -C10 alkyl) phenol.

37. The composition of claim 36 wherein the cure activator is selected from the group consisting of metal halide and halogen-donating polymer.

38. The composition of claim 37 in which the halogen-donating polymer is chlorosulfonated polyethylene.

39. The composition of claim 38 in which the cure activator system includes zinc oxide.

40. The composition of claim 30 comprising a blend of about 30 to 70 parts by weight polypropylene, about 30 to about 70 parts by weight of EPDM rubber, and 5-300 parts by weight extender oil per 100 parts total weight of polypropylene and rubber, and 10-100 parts by weight particulate filler per 100 parts total weight of rubber and extender oil.

41. The filled composition of claim 40 in which the particulate filler is carbon black.

42. The filled composition of claim 40 in which the particulate filler is a non-black filler.

43. The filled composition of claim 42 in which the filler is kaolin clay.

44. The filled composition of claim 43 containing silane coupling

agent.

45. The composition of claim 30 in which the cured EPDM rubber is of the size of about 5 microns number average or below.

46. The composition of claim 40 in which the cured EPDM rubber is the size of about 5 microns number average or below.